

7 October 1974

NOTE TO: National Intelligence Officers  
SUBJECT: Post-Audit of Finished Intelligence

1. As you know, Mr. Walsh's memo of 10 September indicates that the NIO representatives, working through the NIO system, are expected to be the channel used when it is necessary for our ad hoc group to elicit consumer reaction to Agency finished intelligence publications. We intend to ask your assistance in securing consumer reaction (e.g., about value, timeliness, relevancy) regarding particular aperiodic publications after we have interviewed representatives from the producing offices.

2. In the meantime, we ask your help in garnering consumer reactions to certain periodic publications. Specifically, we are interested in ascertaining reactions to the Weekly Review/Summary, Economic Intelligence Weekly, Surveyor, Missile and Space Summary. Dissemination lists for these four publications are attached as one indication of the consumers for whom the publications are intended.

3. We also ask that you begin to accumulate additional data regarding the reaction of consumer/policymakers to IM's/IR's/IB's produced during the last half of fiscal 1974 (January-June). As you talk to your contacts in other agencies, ask them what CIA aperiodic publications they have seen that they judge to be particularly "bad" or particularly "good." Probe to determine why they judge the publications to be good or bad. Consider such questions

-- If the publication contained a forecast, did the prediction turn out to be correct?

-- Did the publication answer questions that you or your agency were interested in?  
If not, what questions are you interested in?

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In effect, we will be asking the consumers to sample for us from the total population of publications produced those reports to which they reacted strongly.

4. We would appreciate receiving data re paragraphs 2 and 3 above by 1 November.

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Post-Audit Working Group